



# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Meeting Minutes - Draft SUSTAINABLE DESIGN AND ENERGY COMMITTEE

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Monday, October 19, 2009

5:00 PM

215 Martin Luther King, Jr. Blvd.  
Room 260 (Madison Municipal Building)

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### CALL TO ORDER / ROLL CALL

The meeting was called to order at 5:01 p.m. by Sherri Gruder.

**Present:** 15 -

Peter J. Taglia; Richard A. Heinemann; Richard A. Slone; Satya V. Rhodes-Conway; Judy Compton; Lucas K. Dailey; Sherrie Gruder; Michael J. Vickerman; Paul D. Muench; Catherine E. Mackin; David W. Drummond; Garrick R. Maine; Lou W. Host-Jablonski; Leslie C. Schroeder and Joseph M. Alexander

**Excused:** 2 -

Marc B. Kornblatt and Julia D. Voss

Others present: Jim Bradley, Mike Whaley, Sam Breidenbach, Mike Hernandez, Bryant Moroder, Trudi Jenny, JoAnn Kelley, Dan Bertler, Kassie Remo, Gary Brown, Amanda White, Erik Kass, Rob Kennedy, Greg Bollom, Sue Jones, Tom Dunbar, Brian Joiner, Jeanne Hoffman, Karl Van Lith and Teresa Coffman.

**PUBLIC COMMENT - None.**

### OLD BUSINESS

### DISCUSSION ITEMS

[13906](#)

Update of Building a Green Capital City Plan

Sherrie Gruder provided an overview of Green Capital City, which was a blueprint put together by the Mayor's Energy Task Force in 2003-2004. It contains guidelines about how to "green" our infrastructure and how to do energy and sustainability. In September of 2005, the SDE committee was created to advise the Mayor and staff on how to make Madison green. Leading by example.

We're in phase 2. How do we reach out to business and public and ask them to help?

**Mayor Dave's Presentation:**

Thanks for doing this. There is a proposal in budget to go to every other week large item pickup. We do it every week right now. This change will save 5000 gals of fuel and 65 tons of CO2. I am proud of solar hot water heaters on fire stations.

Greg Nichols, Mayor of Seattle, US had not signed Kyoto Protocols - he started the Mayors' Climate Change Initiative. We committed to meeting those goals. Madison is the fifth city to sign on. Sherrie Gruder chaired an energy committee in 2004 that made the blueprint.

Natural Step – integrate environmental thinking into everything the City does. Natural Step is very bottom-up, very democratic with 2700 city workers. Green cleaning supplies suggestion came from the library.

Take stock of what you have - Quantify things, i.e., counted printers which saves energy, ink and supplies but also easier to support for IT. Inventoried our City buildings (300) how much energy are they using. North police station had a HVAC – problem. We replaced HVAC.

Monona Terrace was the first convention center to get LEED-EB certification. Looking at Monona Terrace for solar power.

Wind power: 20% by 2010 and we've already exceeded the goal.

We purchased five hybrid buses. They are 30% more efficient, but expensive. This will not get paid back in savings, but it is still good for public education. Federal money in stimulus was for transit capital. We decided to use that to upgrade conventional buses to hybrid - 14 of them. Good for economy. Made in California and Indiana.

Rain gardens divert 15% of water into aquifer instead of storm drain. New neighborhoods should have terrace rain gardens built right in.

Commuter Rail. Use it to influence land use. Let's plan a neighborhood (NE neighborhoods) around having commuter rail. Have neighborhoods have a meaningful center. Develop plans around a goal like 25% less of everything.

MadiSUN – work with people who want to buy or install solar to work through zoning etc. issues.

A plan is only as good as its implementation. Let's keep the plan from 2004 alive.

Sherrie Gruder – The City decided to adopt The Natural Step. The energy task force – Decided to make the issue about sustainability. Not just energy conservation.

**Natural Step Presentation**

**Karl van Lith - The Natural Step --Training for city employees. 130 people have taken the training so far.**

**Karl Henrik-Robert --Swedish doctor who founded The Natural Step.  
The earth is a closed system.**

**New York City saw a need for purer water. Improved the watershed in Catskills for 5 million dollars much cheaper than building a plant.**

**Manfred Max-Neef --fundamental human needs**

**Committee work will involve "backcasting"**

**Sherrie Gruder - Co-chairs for the Blueprint were Preston Schutt and Michael Vickerman**

**Roles, Responsibility and Timeline**

**Roles – SDE committee, then expanded with experts and stakeholders. Half of the committee members will be in one subcommittee, half in the other.**

**Responsibility**

- **SDE has responsibility of overall vision, making it cohesive.**
- **Public Subcommittee– government and infrastructure**

**Develop goals and recommendations for city government, schools, local utilities – transportation and land use planning energy use, lakes and watersheds. Business people are on the subcommittee.**

- **Private Subcommittee – business and residential subcommittee**

**Develop goals and recommendations for nonprofits and private citizens**

**Timeline**

**Sustainable Madison – three community forums. Invitations sent to broad array of groups to get public input and learn people's priorities around sustainability. We are working with Urban Regional Planning graduate class - 17 students to help us tackle this. Come to the forums.**

**Meet the third Monday of the month from 5:00 to whenever. Also each subcommittee will meet at an additional time. Each group decides the additional time for themselves. These meetings will be publicly noticed.**

Dates are in handout. We'll add subcommittee-meeting times when they're decided.

Sixth-month process. Nice to be done by Earth Day

**Facilitators**

- Public, Karl van Lith
- Private, Brian Joiner

**Note-takers**

- Public, Janet Pien
- Private, Teresa Coffman

Brian read the names of who goes in which subcommittee and then the two subcommittees met.

16330

Determine Meeting Dates - (one meeting will be the third Monday of the month starting at 5:00 p.m. Subcommittees need to determine second meeting.)

**PUBLIC SECTOR (GOVERNMENT/INFRASTRUCTURE)**

The Meetings will be held from 4 P.M. to 6 P.M. at 215 Martin Luther King Jr. Blvd, on the following dates:

- |                   |                   |
|-------------------|-------------------|
| November 4, 2009  | November 16, 2009 |
| December 9, 2009  | December 21, 2009 |
| January 13, 2010  | January 25, 2010  |
| February 10, 2010 | February 15, 2010 |
| March 10, 2010    | March 15, 2010    |
| April 14, 2010    | April 19, 2010    |

16331

Review Planning Process Documents

Karl Van Lith went over what the goals of the committee should be. One goal is to go beyond the City, to bring in business and communities. The Public can recommend ideas to any government entity.

Jeanne Hoffman is currently gathering information on what the City and other areas are currently doing. She is hoping to have the report ready by Nov. 4th. She will also provide the committee members with web links and programs that are already completed.

It was suggested that point people be assigned for each area. These people would develop a rough draft of their ideas outside of the committee and bring them back for the whole group to develop.

Jeanne Hoffman stated that there are several ways to look at these plans in Exhibit A. The ICLEI Star system is currently being proposed, but is open to suggestions/change.

Karl Van Lith explained that Exhibit B has broader headings and will help develop the plan. This is an example of how the plan will be developed.

Alder Satya V. Rhodes-Conway asked for copies of City plans we can pull from.

Hoffman stated she is pulling them together into one document. The document will have web links so all can view.

The question was raised about violation of meeting laws if two or more committee members met to work on an area. Hoffman has talked to the Attorneys' office for clarification. A member can do any investigation in an area. If they need to, they can meet with any other committee member to work on the area. If they "create" a committee, it will need to be legally posted.

16333

Identify Next Steps

The following members volunteered to a specific area:

Transportation – Rob Kennedy and Amanda White  
Heath Care – Kassie Remo  
Planning/Design/Land Use – Lucas Dailey and Thomas Dunbar  
Natural Systems – Sue Jones and Garrick Maine  
Energy/Climate – Greg Bollom  
Education – Erik Kass  
Green Building – David Drummond

No one stepped forward for Economic Development or Affordability/Social Equity.

Paul Muench suggested that everyone come up with their top five list of the area they would be most interested in and what the goal should be for that area. This list should be sent to Karl Van Lith who will organize the lists for the next meeting.

Jeanne Hoffman stated that we would be doing an exercise in the Natural Step Program at the next meeting.

16334

Questions/Wrap-up

List of what needs to be done prior to the next meeting:

Top 5 List  
TNS  
Distribute current plans & policies  
Get room for future meetings.

16330

Determine Meeting Dates - (one meeting will be the third Monday of the month starting at 5:00 p.m. Subcommittees need to determine second meeting.)

**PRIVATE SECTOR (RESIDENTS/BUSINESSES)**

Brian Joiner welcomed everyone and asked everyone to introduce themselves. The group chose a time to meet monthly in addition to the meetings on the third Monday from 4:00 to 6:00 PM. They chose to meet also on the first Monday from 4:00 to 6:00 PM, with the one necessary exception of November, when they agreed to meet on Wednesday, the fourth of November from 4:00 to 6:00. The location of the meetings is yet to be determined. Because these are public meetings, private residences will not be acceptable as meeting places.

16331

Review Planning Process Documents

Brian Joiner asked if anyone had questions about the Exhibit A, B, C, D and E documents, and then he and Sherrie Gruder walked the group through those documents.

**Exhibit A, Madison Sustainability Categories**

Brian Joiner said these categories were recommended because they had a chance to become a national standard. Sherrie Gruder said the categories' selection was about sustainability in areas besides the environmental. We want to look at a broader picture, to include social and economic factors.

JoAnn Kelley asked about having representatives from the Arts and Health sectors on the subcommittee. Brian Joiner replied that there was a heavy bias in the subcommittee's makeup toward environmental interests, so where there are gaps, we can call in other experts. Sherrie Gruder said that there is someone from Group Health Cooperative on the other subcommittee, and we can't add to the subcommittee at this point.

**Exhibit B, Sample of a final product.**

We are asked to write a recommendation and it is easier to get there if you know what it would look like. Brian Joiner said we want to have something like this. This is on page 60 or 61 in the original blueprint.

**Exhibit C, The Natural Step**

Sherrie Gruder said that Karl van Lith gave an overview of The Natural Step when he spoke. There is a city website with presentations and training on The Natural Step. <http://thecityofmadison.gov/sustainability>

There is also a subdirectory for the public forums and for us.  
<http://thecityofmadison.gov/sustainability/community>

**Exhibit D, Example of Matrix of Impact**

Everything we do will have impact in other areas. Brian Joiner said the Sustainable Design and Energy Committee will put this together, but we'll make recommendations for where the dots should go.

Lou Host-Jablonski asked, why do this? What do we use it for? Brian Joiner replied that the basic idea is to help us recognize other impacts during implementation and Sherrie Gruder added, we don't have good measurements

for everything but we can use this to see where we need indicators to report to the community.

Judy Compton told the group that the City is about to take a hit of empty low-income houses consuming energy. The City is working on a diversity program to balance districts, so we will want to know that the City may be getting involved, and we'll need guidelines to help us prepare.

Exhibit E, Full Outline for the Update of Building a Green Capital City Shows what the final document might contain.

Sherrie Gruder said the Sustainable Design and Energy Committee hoped that the update to the blueprint could be smaller than the original. City staff members have said that Building a Green Capital City is the most used document in the city.

[16332](#)

Determine What Resources the Group Needs - (Experts, City Staff, etc.)

Brian Joiner asked everyone to consider who is not at the table that needs to be, and suggest people.

- Lou Host-Jablonski suggested we need artists.
- Judy Compton suggested George Hank, head of Housing Inspection and Property Maintenance.
- Sam Breidenbach suggested someone from youth training like Operation Fresh Start.
- Judy Compton suggested Wisconsin Partnership.
- Michael Hernandez suggested the Madison School District Recreation Department for their connections with the community. He also suggested we could get college students involved.
- Lou Host-Jablonski mentioned Higher Education. Sherrie Gruder replied that two higher education representatives are on the operations committee.
- Bryant Moroder suggested Rob Gottshalk of Vandewalle and Associates.
- Sherrie Gruder said we are planning to bring in someone from the Health Department.
- Richard Sloane suggested someone from the development community, and Joe Alexander said, "That's me". Sherrie Gruder added that Todd McGrath was a member of SDE committee for the first four years.
- Judy Compton suggested someone who does single-family residences and neighborhoods.
- Richard Sloane suggested someone from commonwealth development.
- Lou Host-Jablonski suggested someone on Food Security, and Leslie Schroeder mentioned organizers of Troy Gardens and Greg Rosenberg of the Madison Area Community Land Trust. She also contributed Miriam Grunes of Research, Education, Action and Policy on Food Group.
- Jim Bradley suggested hospital representatives, and Sherrie Gruder said we have some.
- JoAnn Kelley suggested someone about youth in poverty.
- Leslie Schroeder suggested Anne Reynolds, the Assistant Director of the University of Wisconsin Center for Cooperatives.

Judy Compton asked for clarification of our mission. Sherrie Gruder replied that we are to recommend ways to move residents and businesses toward sustainability. The other subcommittee is talking about doing the same for city government and infrastructure. Madison Gas and Electric has representatives on both subcommittees. The mayor talked about a reduction of 15,000 tons of

CO2 that the city administration can do, so the remaining 85,000 tons has to be made up by others in the city.

Trudi Jenny asked where churches fit in and Sherrie Gruder replied that churches are part of the partnership program of Mpowering Madison. Brian Joiner asked Trudi Jenny if she could suggest someone from the faith community.

Judy Compton said she thinks we need someone from both types of development, and the business community at all sizes, and also the non-profits. She said she was also concerned about housing and how we can affect them.

Sherrie Gruder addressed the group, saying she hoped they all would be willing to represent large city sectors, even if they see themselves as belonging to only a subset of a sector, such as a particular kind of development or a single department at their agency.

Brian Joiner asked for volunteers to say they'll do something before the next meeting. When no one had any immediate ideas, Sherrie Gruder suggested three documents members might want to look at:

- The Blueprint recommendation summary table. Jeanne Hoffman went through the blueprint for what the recommendations are and what state we're in. Members could look at that for ideas of things we haven't done. Brian Joiner promised to send everyone the summary table link
- Goals and resources document. The city has been doing green activities for a long time, but it was never accounted for and pulled together. We'll send you a resource that goes through and says what goals there are out there.
- Report Card Environmental Health 2006. These are good starting points for ideas of things we can do.

JoAnn Kelley volunteered to put together a list of tools MGE has to give to its customers. She said they need to get it out to people more, and this subcommittee might help with that.

Sherrie Gruder said everyone should go to a public forum. Don't let where we are now hamper us from thinking about the goal. Exhibit A, Sustainable Categories, for example. As you look at things, this is a different lens than most of us are used to. What will we look like?

Dan Bertler asked, businesses want to do things, but they always think about how much it will cost. What are we doing about financing? Brian Joiner replied that that was a key thing to have in the blueprint.

Sherrie Gruder added that we have a banker here, Julia Voss, and we're looking at ways the finance community can support Green. There are educational forums with businesses and financiers for training and discussions.

Dan Bertler pointed out that MGE used to have incentives for businesses, and it seems like a lot of that went by the wayside.

Mike Hernandez asked, are there other cities our size using this model? Why



reinvent the wheel?

Brian Joiner said yes, there are, and we can send out examples.

Sherrie Gruder said the students did a precedence study. It will be presented at the Nov. 16 Sustainable Design and Energy Committee meeting, but their professor will present a more final one in December, and it will be presented at the public forums, too.

Sam Breidenbach said Focus on Energy would be a valuable resource. Home performance program was a powerful program. It's what made them do what they did. He said they saved a lot of carbon and money. He hears from the business community that it's complicated to do.

Sherrie Gruder recommended to him the Mpower Business Champions meeting at 7:30 - 9:30 am at the Pyle Center on Nov 17. There will be an overview of the program and participants will talk.

Bryant Moroder told the group that Sustain Dane has received a two-year grant from the EPA to work with 15 businesses to increase their sustainability. The businesses get to examine where there are opportunities to improve. They find baselines and implement projects. It has the seeds of becoming something broader.

Sherrie Gruder said that subcommittee emails will come from Jeanne Hoffman and asked that members please DO NOT use email for subcommittee discussions, because it's illegal under the open records law.

Brian Joiner said the minutes will be posted on a website.

Lou Host-Jablonski directed everyone to send an email to Jeanne if they want something put on the agenda, instead of having email discussions.

**ANNOUNCEMENTS - None**

**ADJOURNMENT**

Satya Rhodes-Conway moved to adjourn the meeting. The motion was seconded by Judy Compton. The motion passed unanimously and the meeting adjourned at 7:05 p.m.